



City of Santa Barbara General Plan Update Survey

September 10, 2008

Fairbank, Maslin, Maullin & Associates
Opinion Research & Public Policy Analysis

Santa Monica, CA – Oakland, CA – Madison, WI - Mexico City

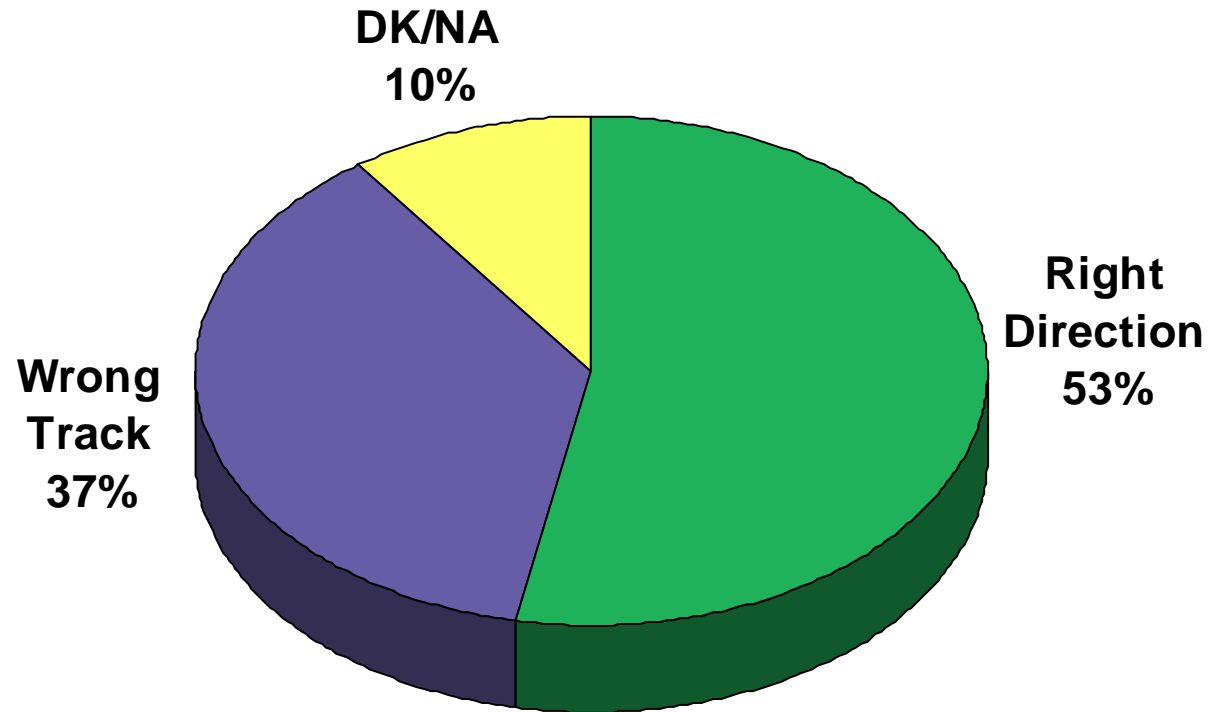


Methodology

- **Survey conducted August 20-24, 2008.**
- **Interviews conducted by telephone (landline and cell phone) with 400 City of Santa Barbara residents.**
- **Margin of error for the full sample is plus or minus 4.9 percent; the margin of error for population subgroups will be higher.**



City of Santa Barbara Right Direction/Wrong Track

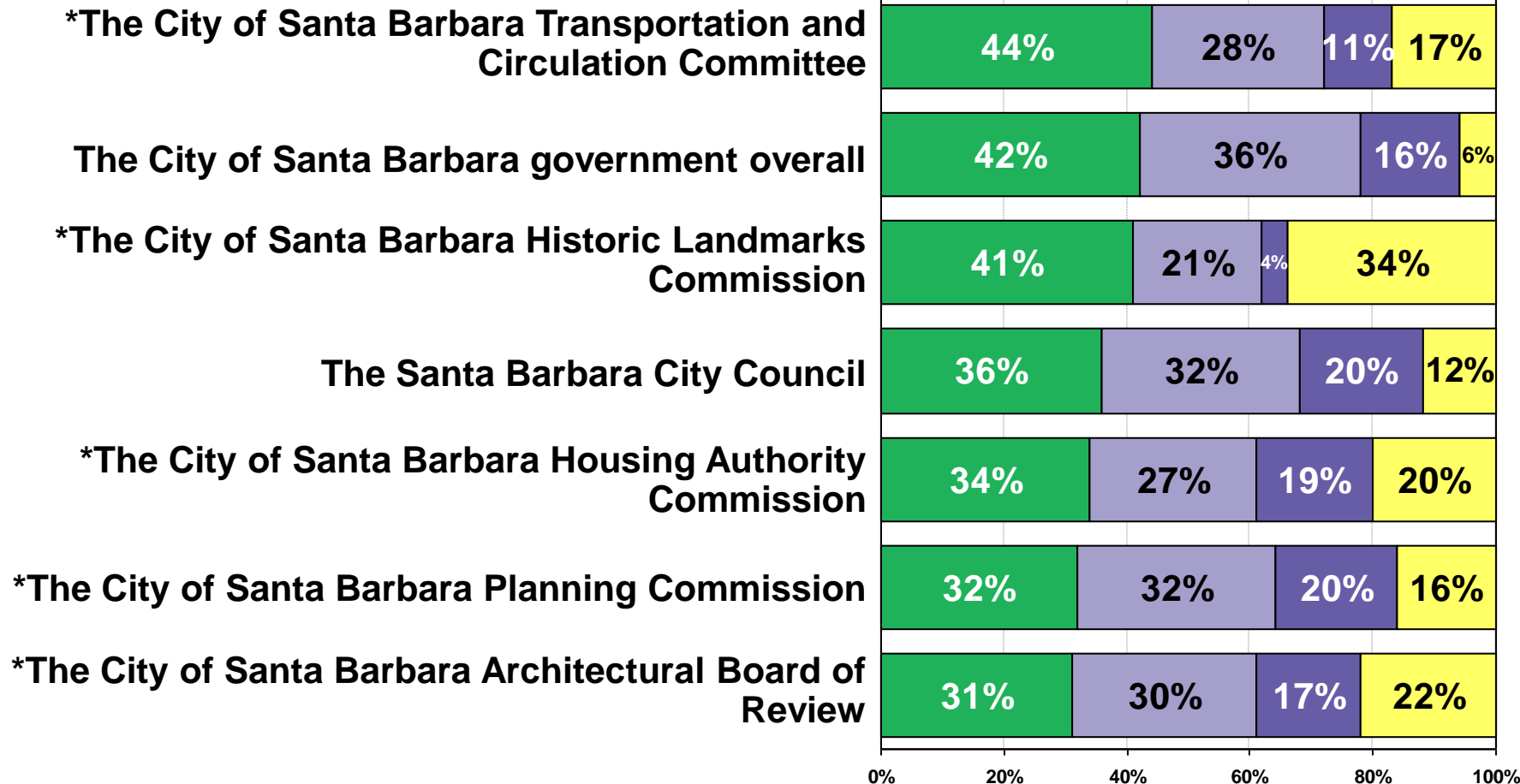




Job Ratings for City of Santa Barbara Organizations

(Ranked by Total Excellent/Good)

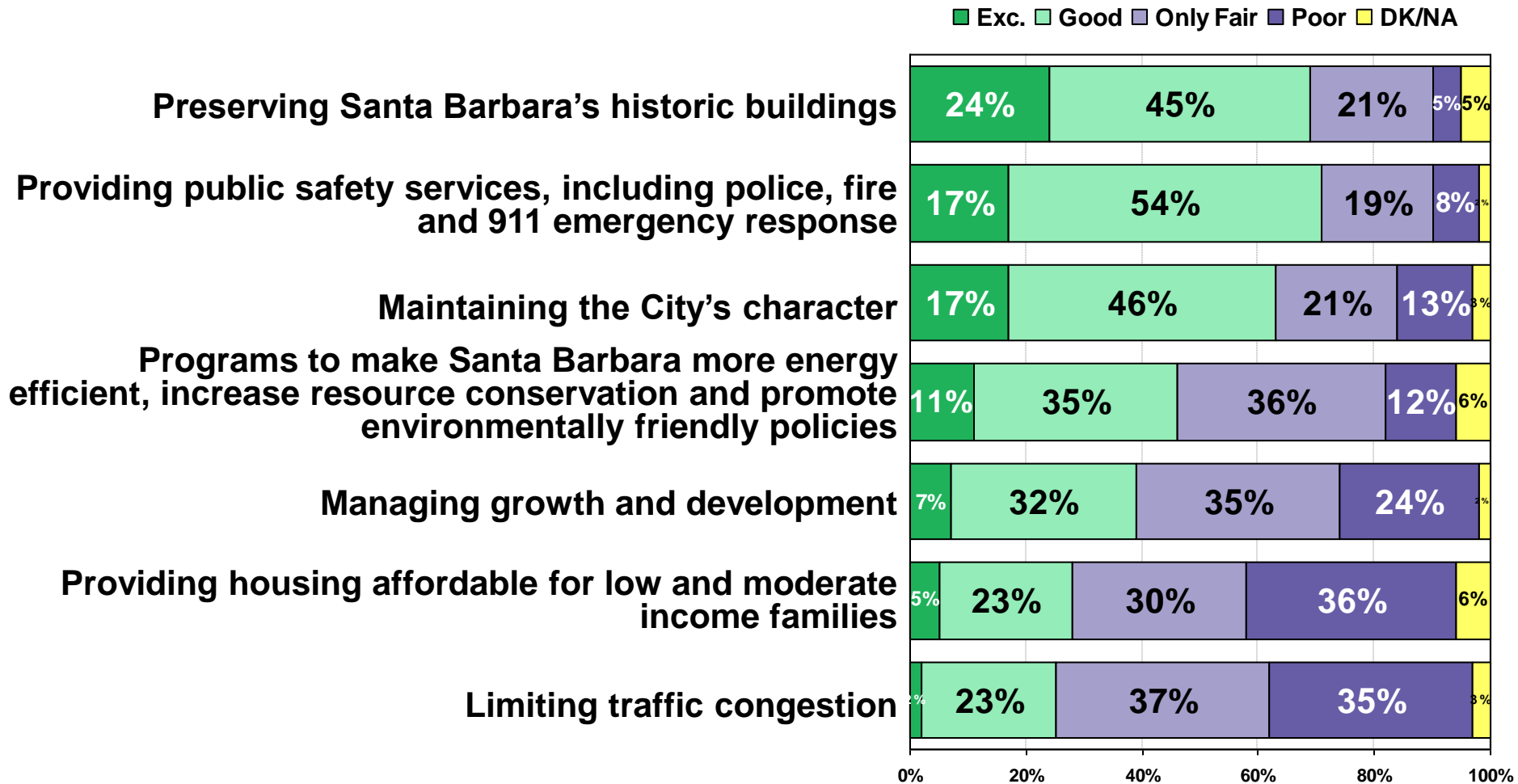
■ Exc./Good ■ Only Fair ■ Poor ■ NHO/DK/CR



Job Ratings for the City of Santa Barbara Government on Issues Important to Residents



(Ranked by Excellent)

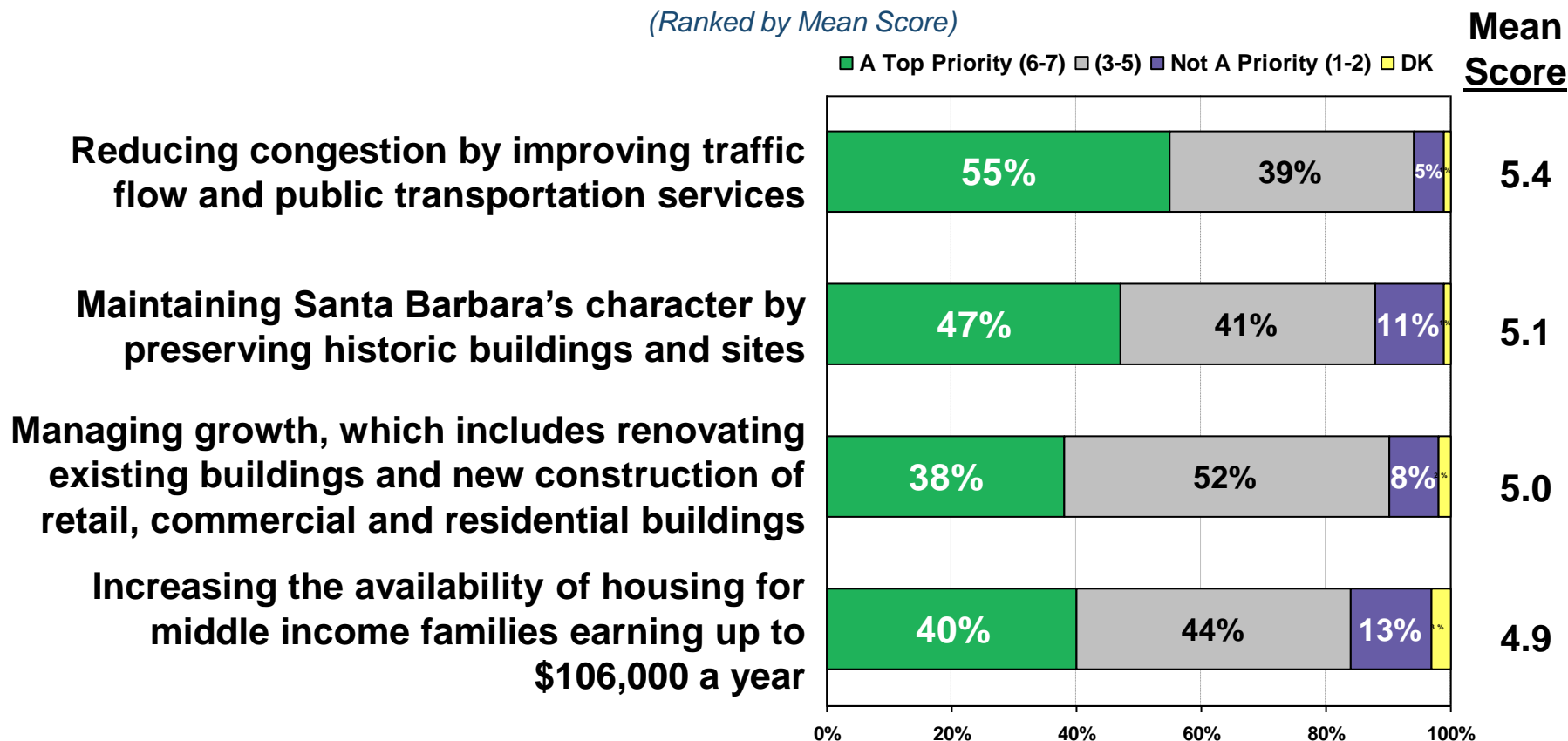




Priorities for City of Santa Barbara Government to Address in the Future

I am now going to read you a list of issues that the City of Santa Barbara government will have to address in the future. Please use a scale from 1 to 7, where 1 means you think it is NOT AT A PRIORITY and 7 means you think it is A TOP PRIORITY that City government must consider as it plans for the future of Santa Barbara.

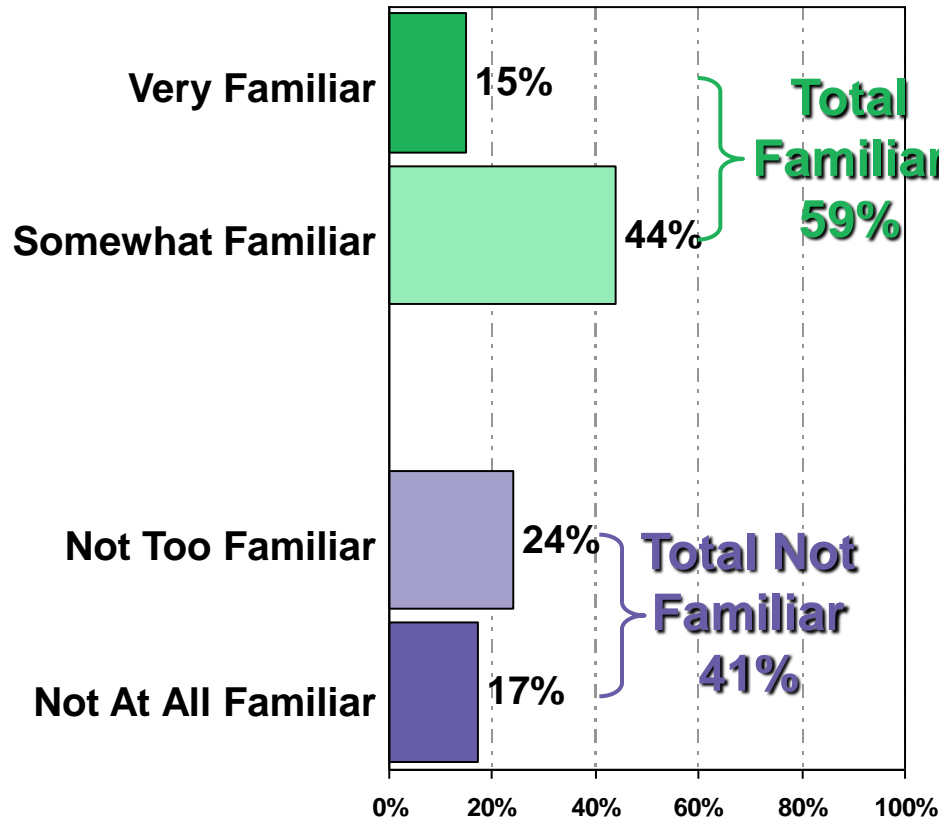
(Ranked by Mean Score)



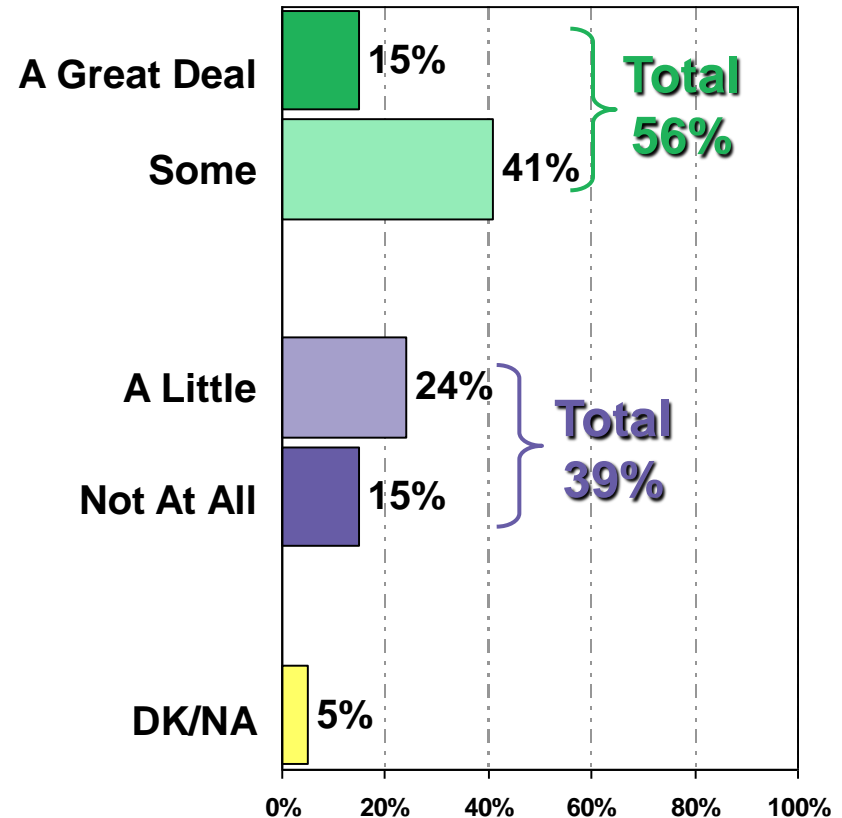


City of Santa Barbara Planning Process

Level of Familiarity



Does the City Listen to Residents on Growth and Development Issues?



Need for Different Types of Buildings in Santa Barbara over the Next 10-20 Years



(Ranked by A Lot More of That Type of Building)

***Housing low-income couples earning up to \$50,000 a year can afford**

***Housing middle-income couples earning up to \$80,000 a year can afford**

Single-family residential housing

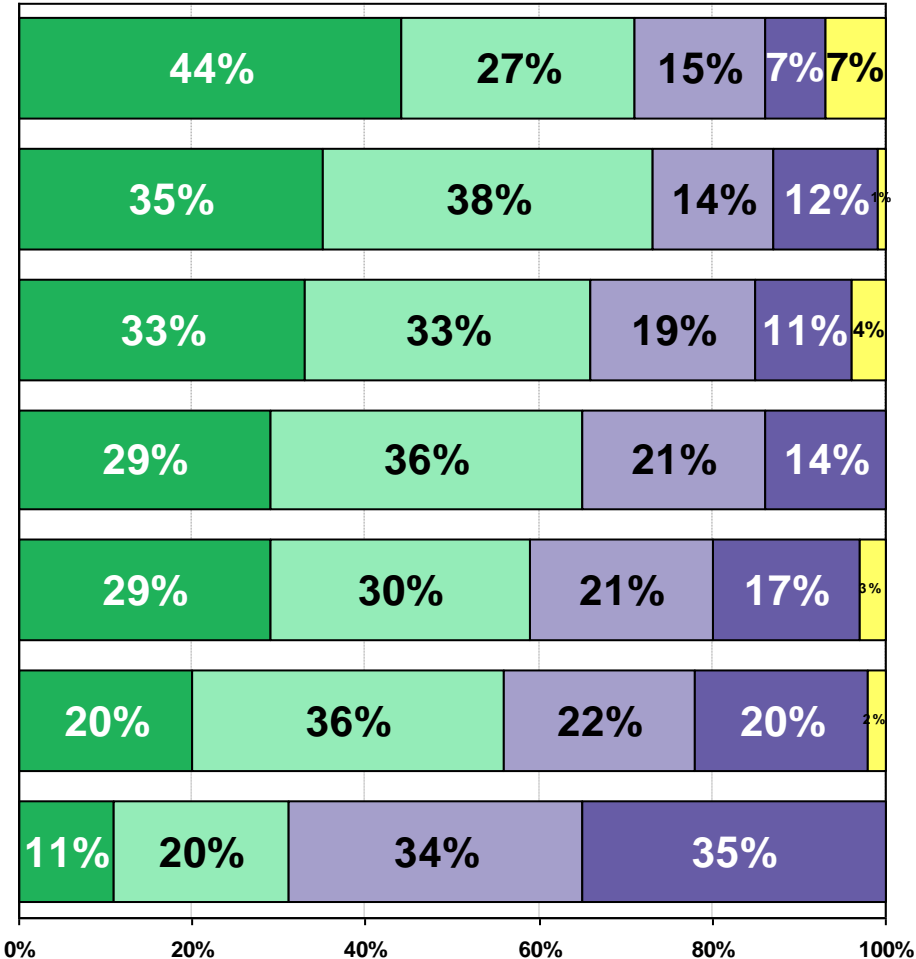
***Multi-family residential housing, such as apartments**

***Multi-family residential housing, such as condominiums**

***Renovating and upgrading existing commercial and retail buildings**

***Construction of new commercial and retail buildings**

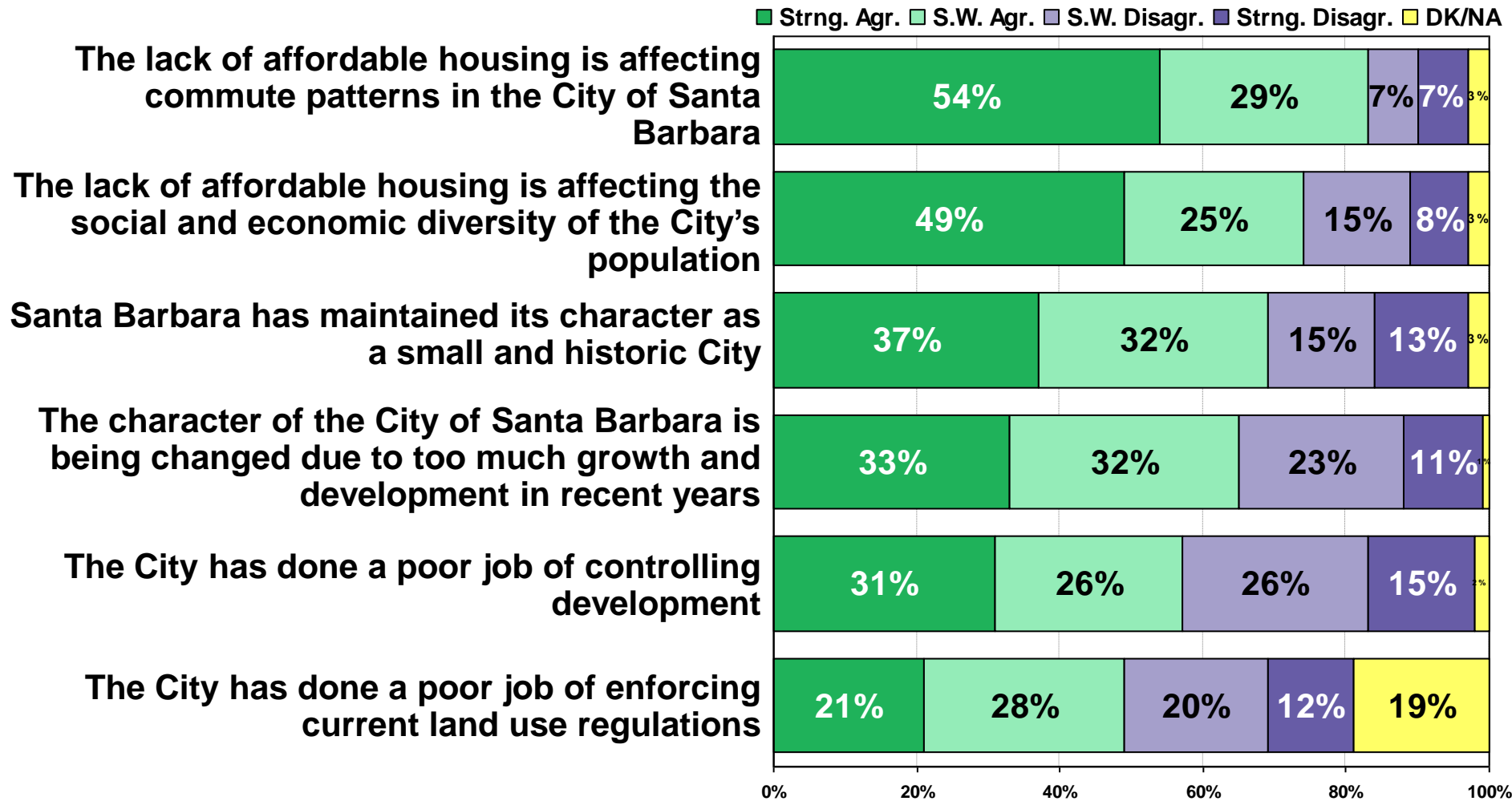
■ A Lot More ■ Some More ■ A Little More ■ No More ■ DK/NA





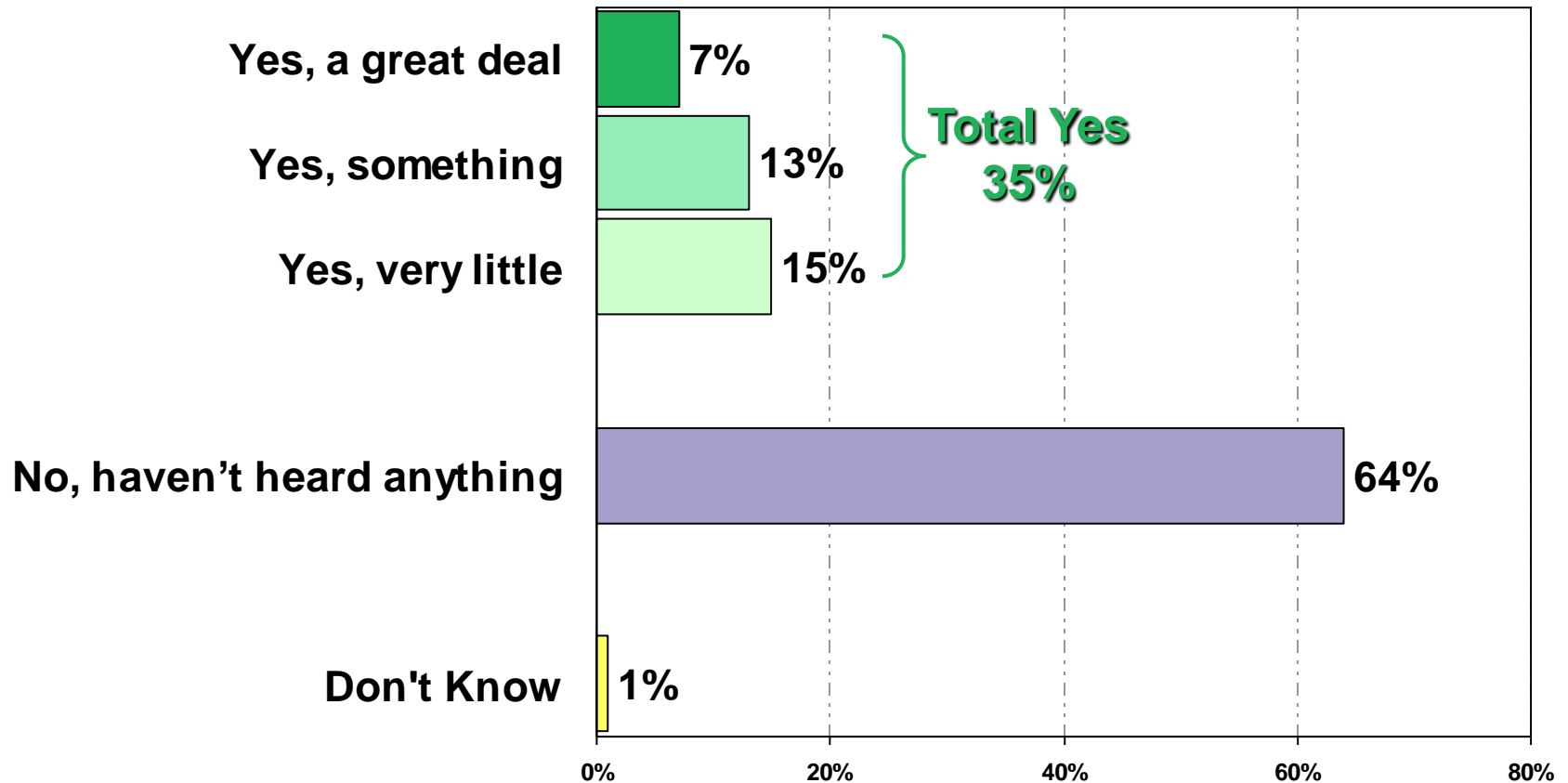
Agree/Disagree with Statements about Growth and Development Issues in the City of Santa Barbara

(Ranked by Strongly Agree)



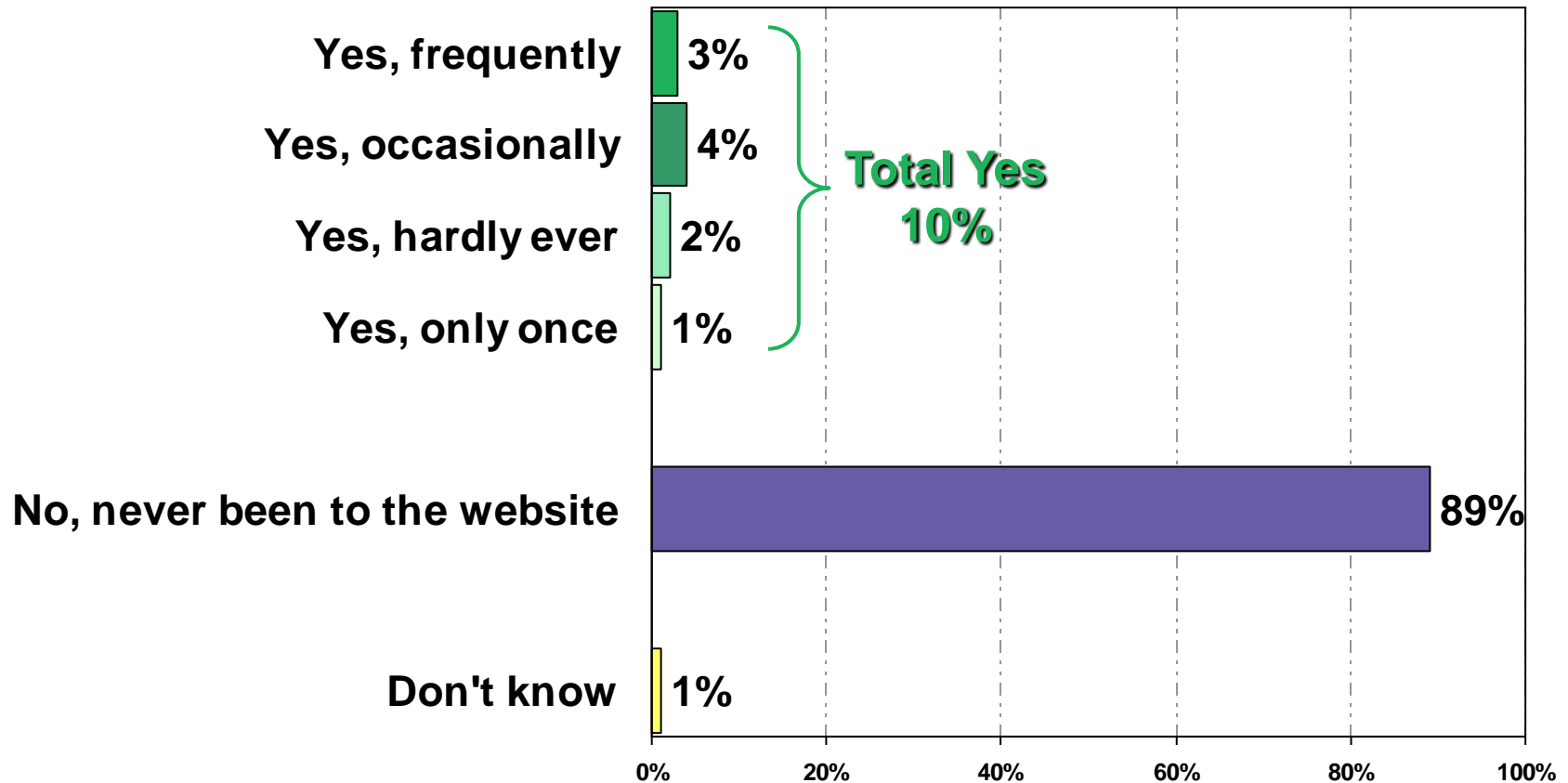


Awareness of the Plan Santa Barbara Program





Been to Plan Santa Barbara Website



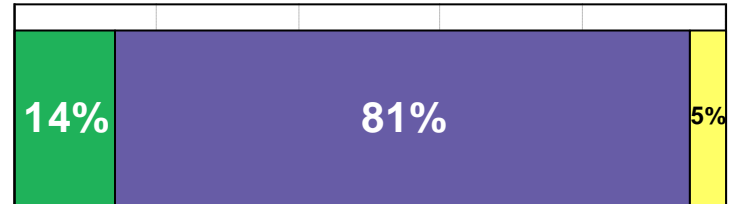


Participated in a Plan Santa Barbara Activity

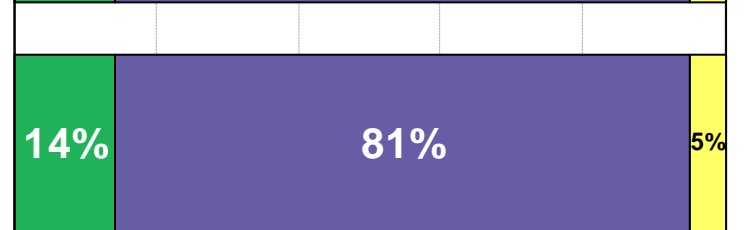
(Ranked by Yes)

■ Yes ■ No ■ DK/NA

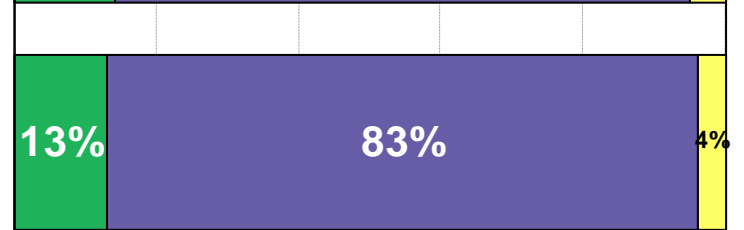
A meeting sponsored by a community group, such as the Chamber of Commerce, League of Women Voters, a local nonprofit organization or religious group



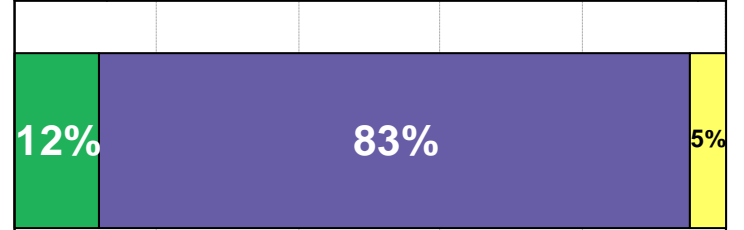
A City Council meeting



A community workshop held at various locations throughout the City, including the Santa Barbara library, La Casa de la Raza, and Hope School



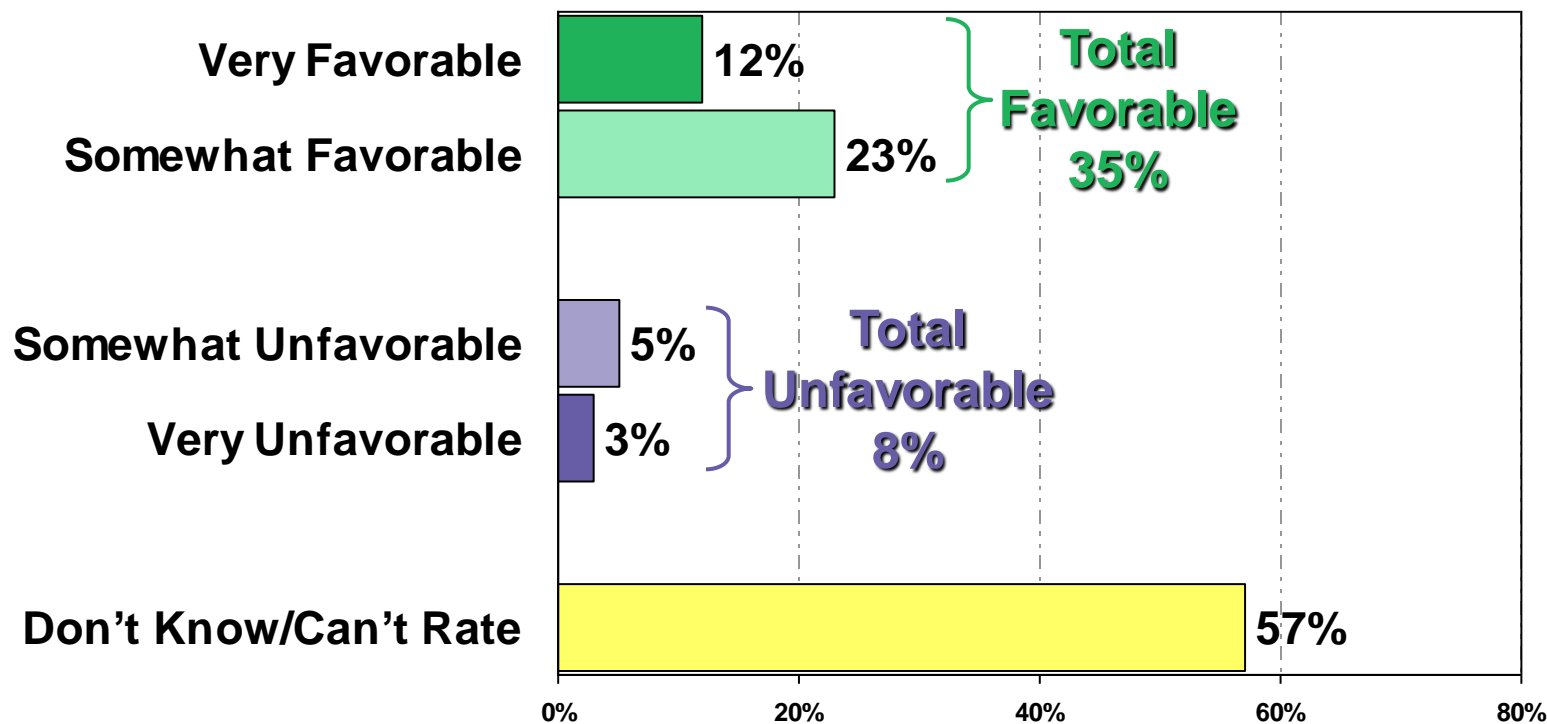
A City Planning Commission meeting



0% 20% 40% 60% 80% 100%



Favorability Rating of Plan Santa Barbara Program



Support/Opposition to Possible Plan Santa Barbara Policy Recommendations



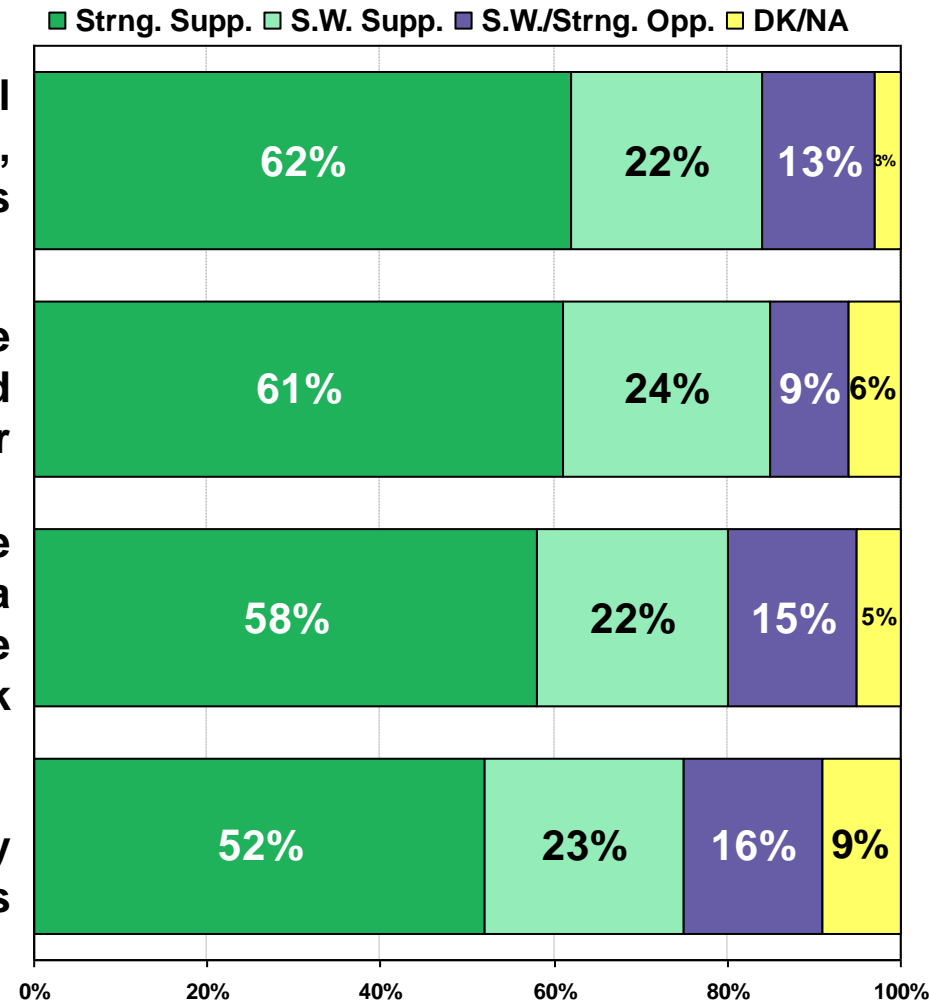
(Ranked by Strongly Support)

**Preserving local open-space and natural
resources, including wetlands, creeks,
community gardens, and nature trails**

**Reducing carbon emissions by increasing the
use of renewable resources, such as wind and
solar power**

**Alleviating traffic congestion and reducing the
need for parking in downtown Santa Barbara
by expanding transit and encouraging people
to bike and walk**

**Avoiding new building projects from severely
obstructing existing views**

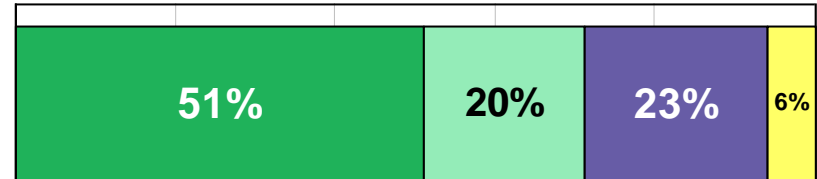


Continued

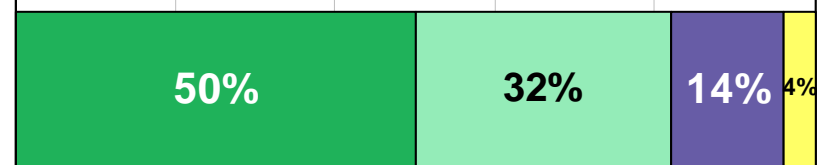


■ Strng. Supp. ■ S.W. Supp. ■ S.W./Strng. Opp. ■ DK/NA

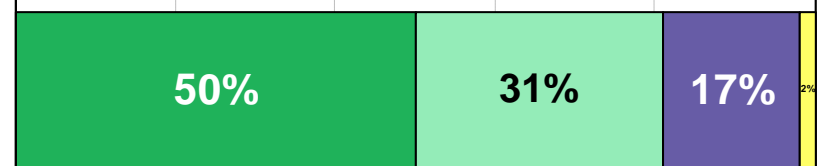
Encouraging new multi-unit projects to provide housing affordable for low, moderate and middle income households



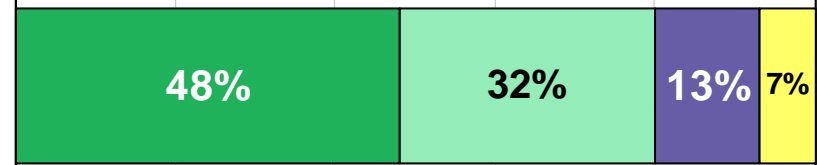
Promoting new commercial and business development projects to create jobs and provide cultural and educational opportunities, health care services, and programs to serve local youth



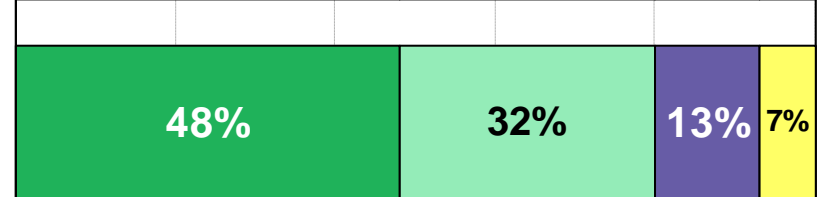
Promoting new multi-unit residential development projects to provide housing for essential local workers, such as nurses, firefighters, police officers and teachers



Creating more dedicated bike lanes to encourage bike usage and promote safety



Promoting mixed-use projects, which combine commercial and residential uses in the same building, to create complete neighborhoods that provide residents access to community services, parks and recreational areas



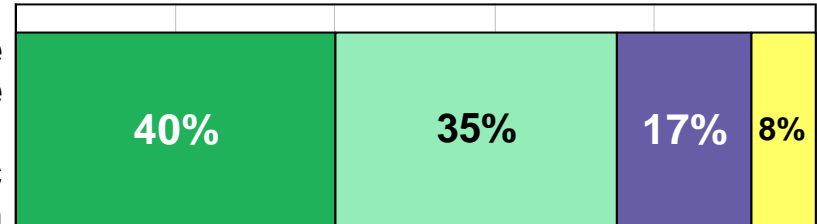
0% 20% 40% 60% 80% 100%

Continued

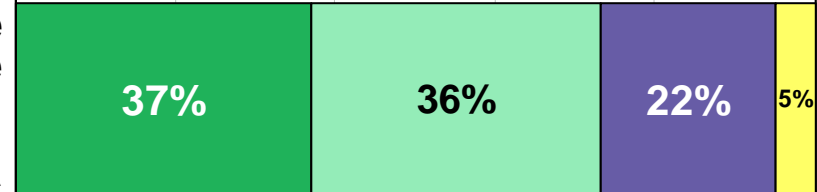


■ Strng. Supp. ■ S.W. Supp. ■ S.W./Strng. Opp. ■ DK/NA

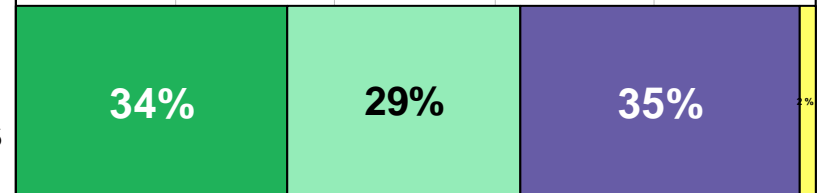
Promoting mixed-use projects, which combine commercial and residential uses in the same building, to be built near major transportation corridors to reduce commutes and traffic congestion



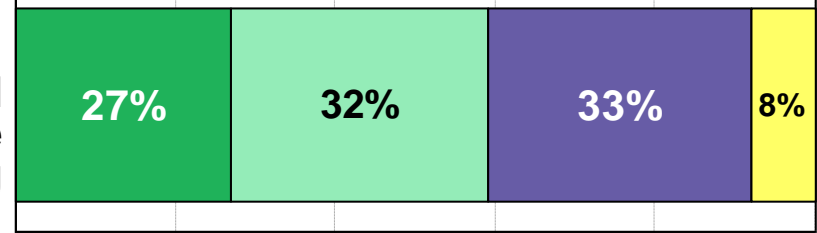
Encouraging mixed-used projects, which combine commercial and residential uses in the same building, that provide community amenities, including plazas and providing access to open spaces



Limiting new commercial and business growth in the City over the next 20 years



Limiting the number of parking spaces allowed in new commercial and multi-unit residential buildings to reduce traffic congestion and increase usage of transit, car sharing, bicycling and walking

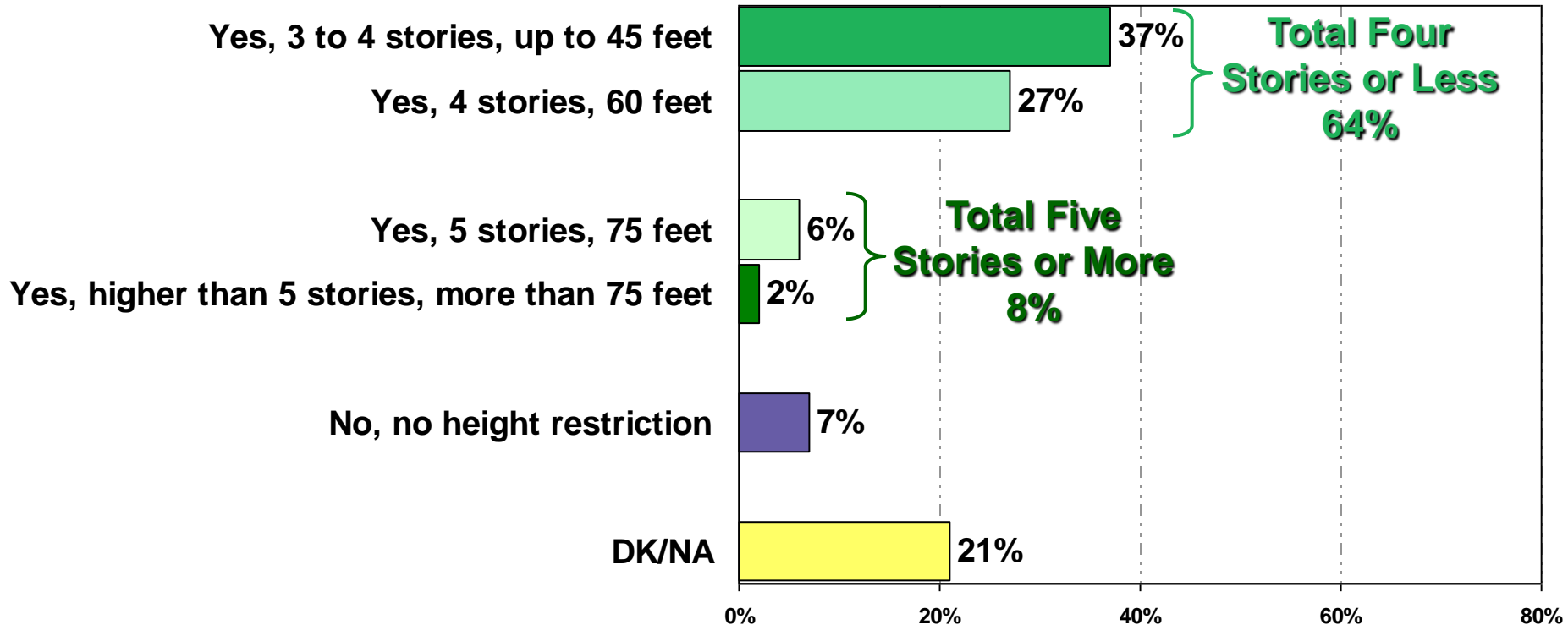


0% 20% 40% 60% 80% 100%



Perception of Current Downtown Building Height Restriction

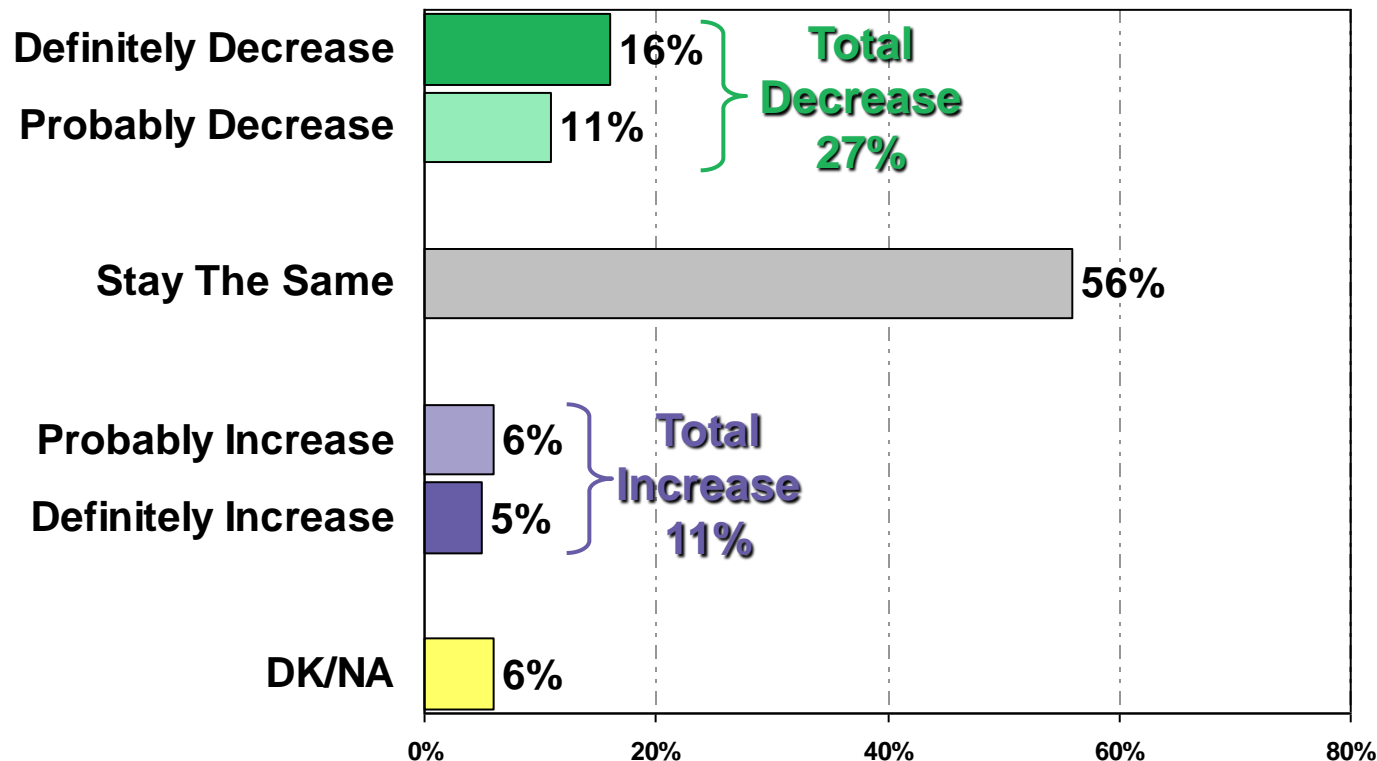
I would like to change topics slightly and ask you about a related issue. As far as you know, does the City of Santa Barbara currently have a height restriction for buildings in areas zoned for business and commercial use in downtown Santa Barbara? Do you think the height restriction for business and commercial buildings in downtown Santa Barbara is 3 to 4 stories, up to 45 feet; 4 stories or 60 feet; 5 stories or 75 feet, or do you think the height restriction on downtown business and commercial buildings is higher than 5 stories or more than 75 feet?





Attitude toward Downtown Building Height Restriction after being told of Existing 4-Story/60 feet Limit

Do you think the height restriction for only buildings in downtown Santa Barbara should be decreased, stay the same or increased?





A Plurality of Residents Prefer Maintaining Current Downtown Building Height Restriction with Some Modification

The City of Santa Barbara should retain the current 60 feet, four stories, height limit for the downtown area, but lower the height limit on development projects that are adjacent to historic structures and nearby residential neighborhoods.

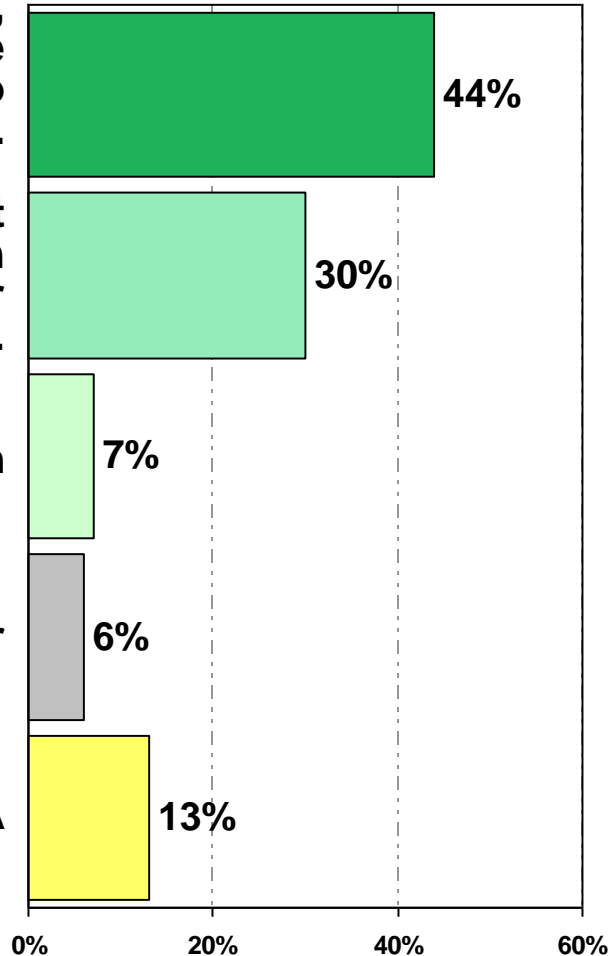
OR

The City of Santa Barbara should lower the building height limit to 40 feet in the El Pueblo Viejo historic downtown district and lower the building height limit to 45 feet, four stories for all commercially zoned areas in the City.

Need more information/DK/NA

Both

Neither





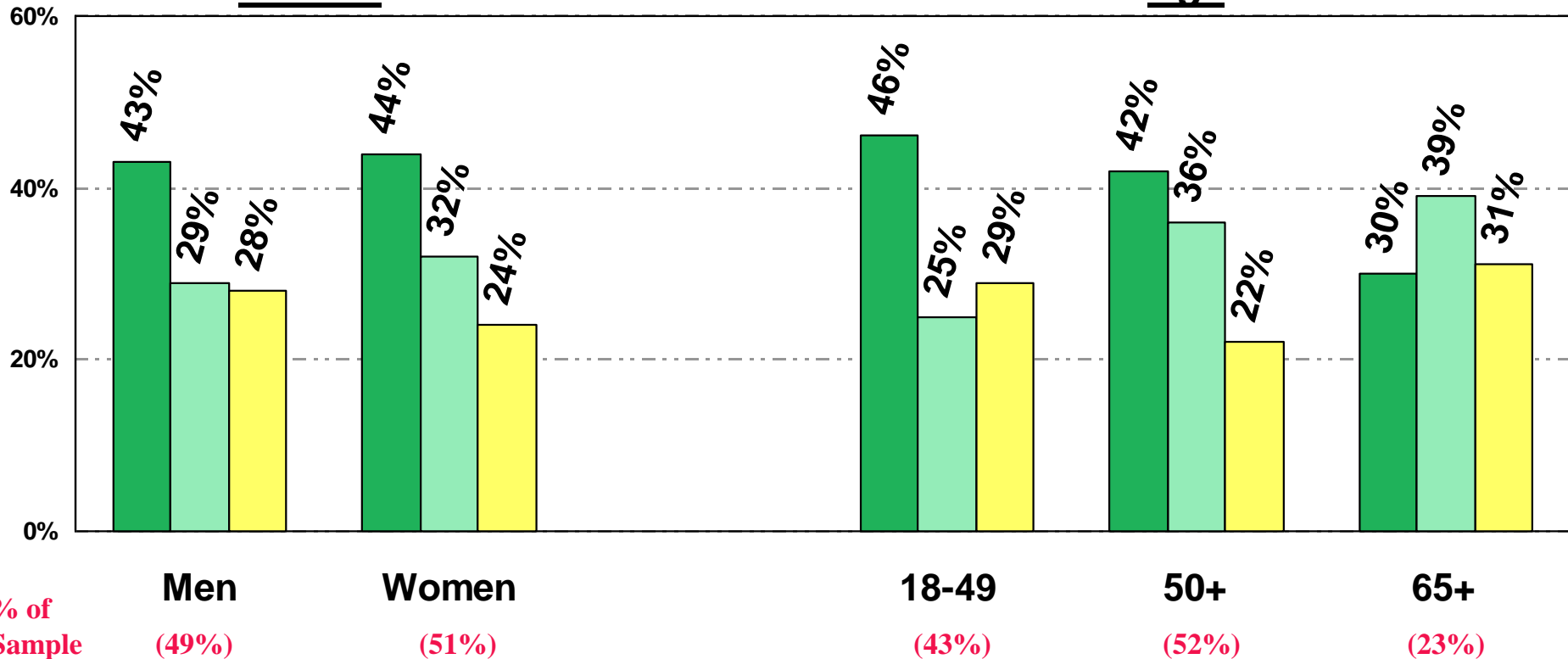
Demographics:

Gender and Age

■ Should Retain Current Limit ■ Should Lower Limit ■ Other

Gender

Age





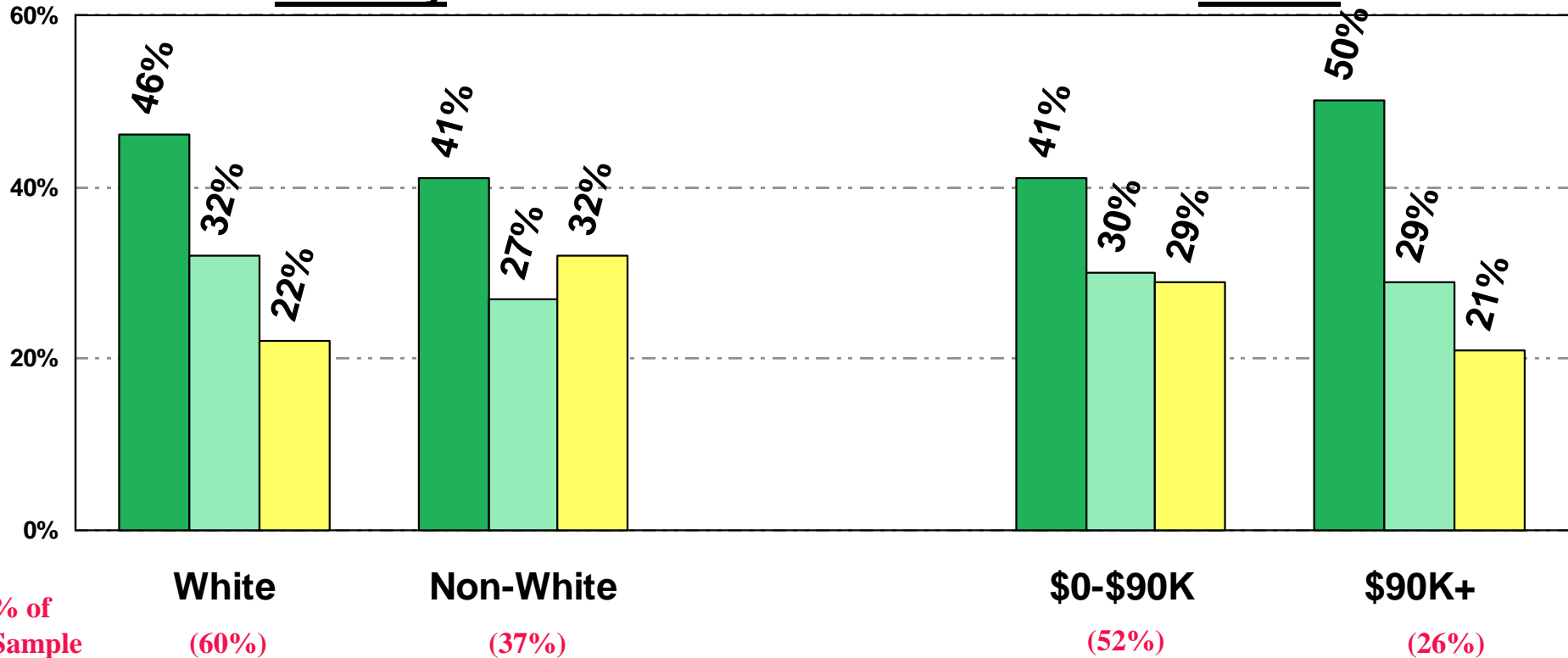
Demographics:

Ethnicity and Income

■ Should Retain Current Limit ■ Should Lower Limit ■ Other

Ethnicity

Income





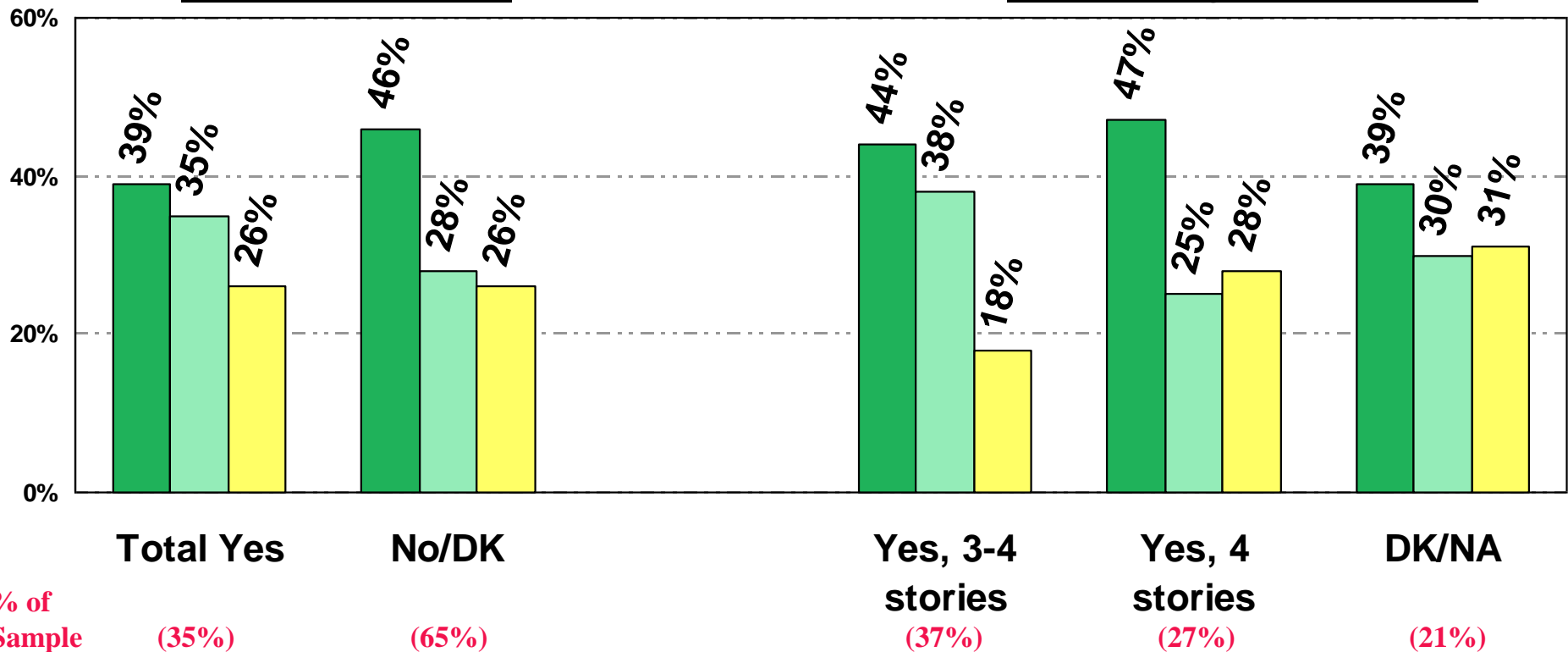
Demographics:

Recently Seen/Heard about Plan Santa Barbara and Perception about Current Height Restrictions in Santa Barbara

■ Should Retain Current Limit ■ Should Lower Limit ■ Other

Seen/Heard about
Plan Santa Barbara

Perception about
Current Height Restrictions





Demographics:

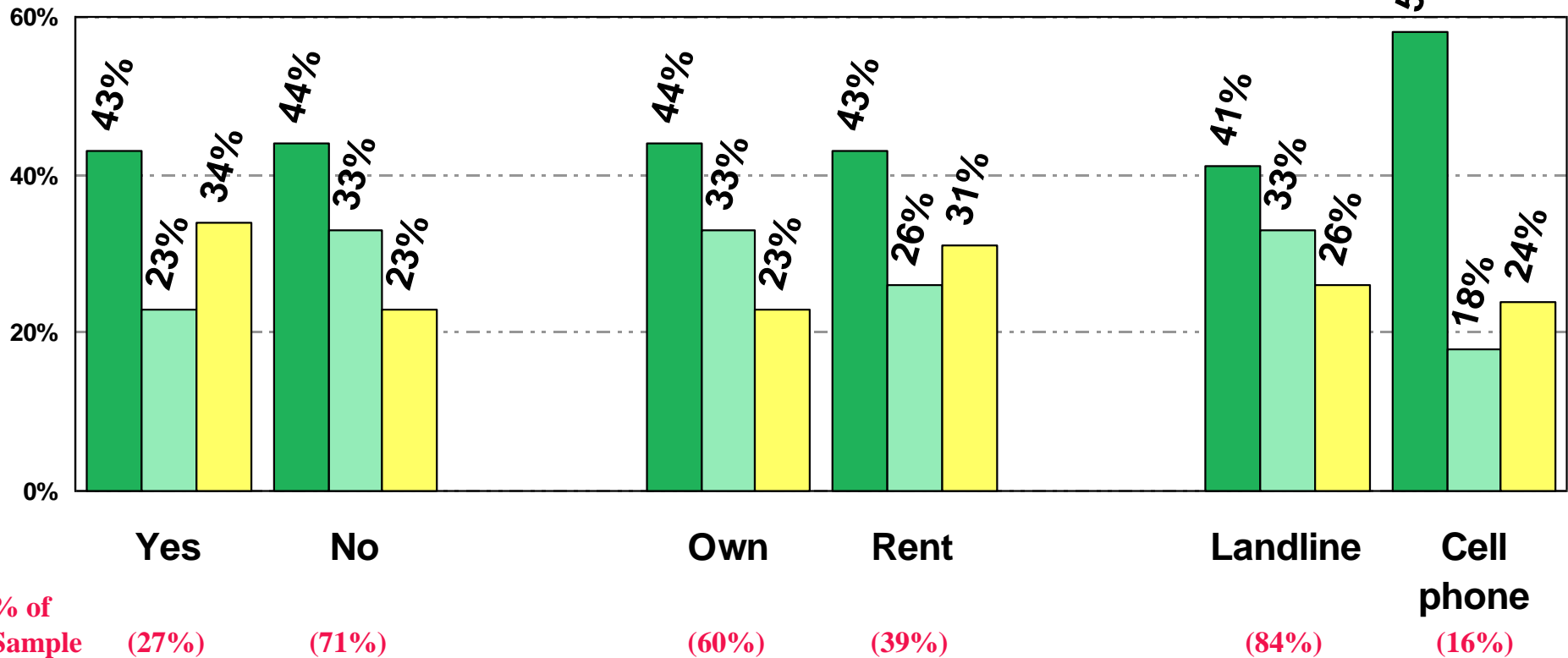
Kids under 19 Living at Home, Residence and Phone

■ Should Retain Current Limit ■ Should Lower Limit ■ Other

**Kids Under 19
Living at Home**

Residence

Phone



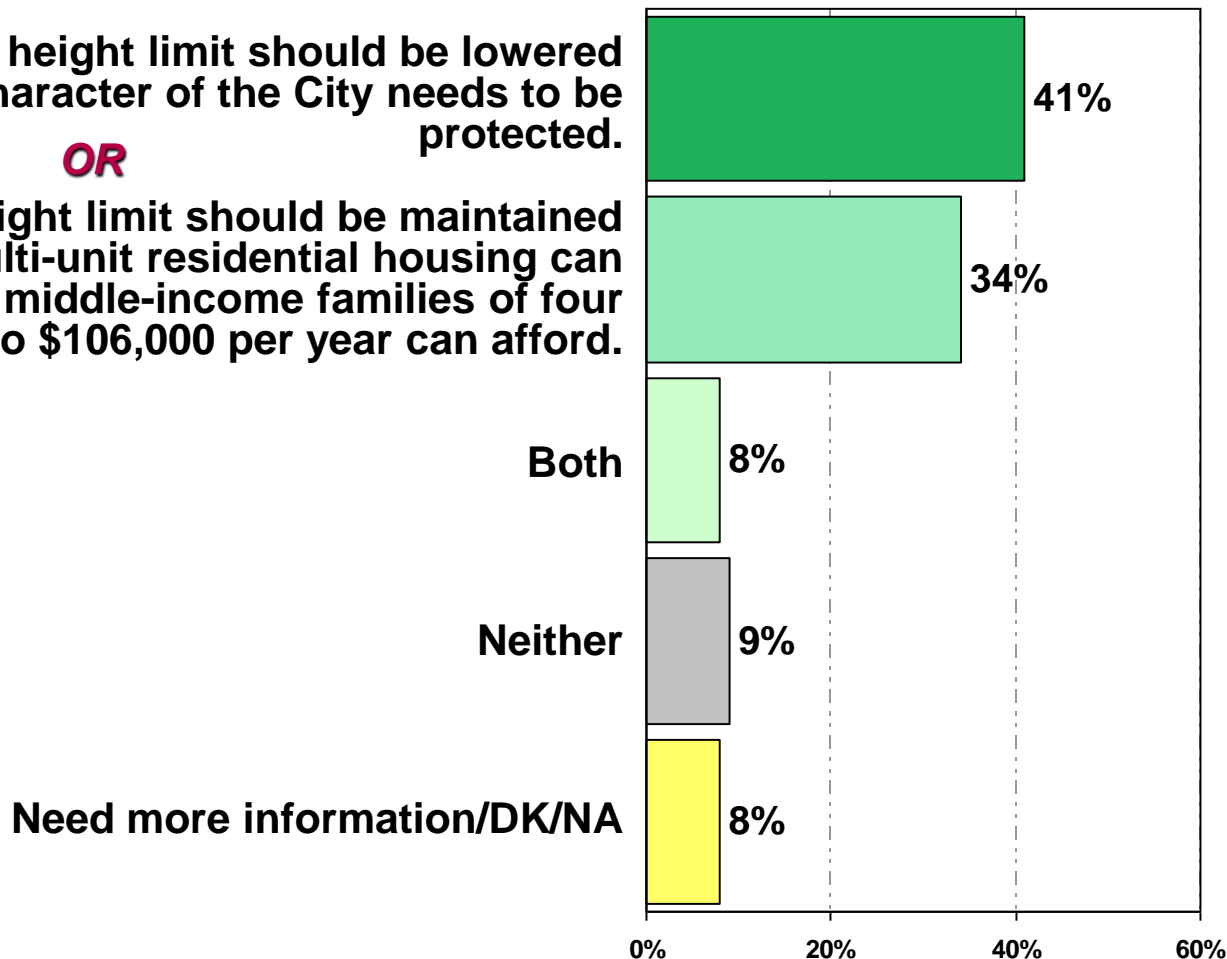


A Plurality of Residents Prefer Lowering the Height Limit to Maintain City's Small Town Character

The 60 feet, four story height limit should be lowered because the small town character of the City needs to be protected.

OR

The 60 feet, four story height limit should be maintained because allowing new multi-unit residential housing can create more housing that middle-income families of four earning up to \$106,000 per year can afford.





Residents are Divided on Height Restriction when presented as a choice between Mixed-Used Opportunities vs. Preserving the City's Character and Historic Sites

The 60 feet, four story height limit should be maintained because it provides more mixed use opportunities adjacent to transit and walk able access to commercial services.

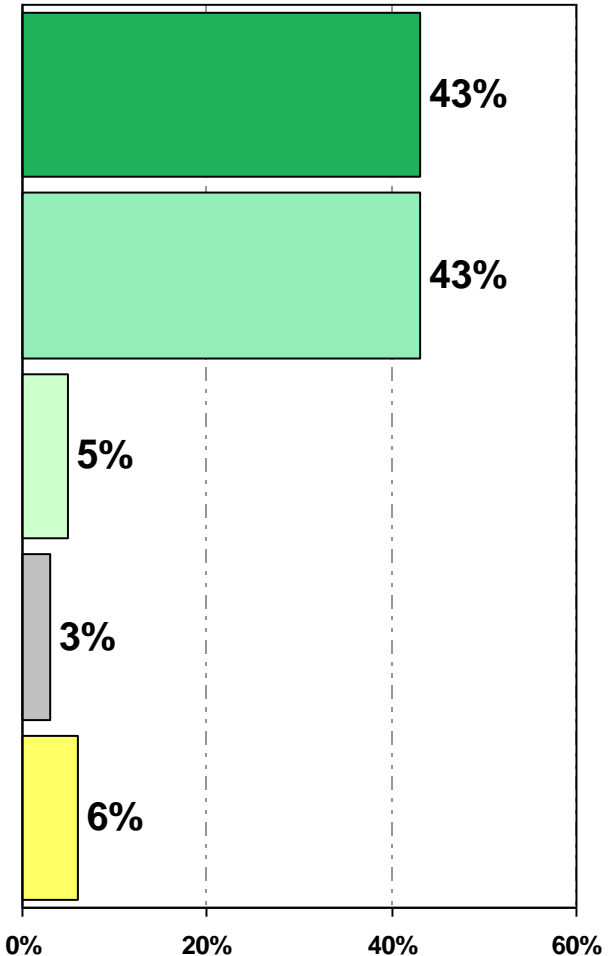
OR

The 60 feet, four story height limit should be lowered to preserve Santa Barbara's unique character and historic sites that are critical to residents quality of life.

Need more information/DK/NA

Both

Neither



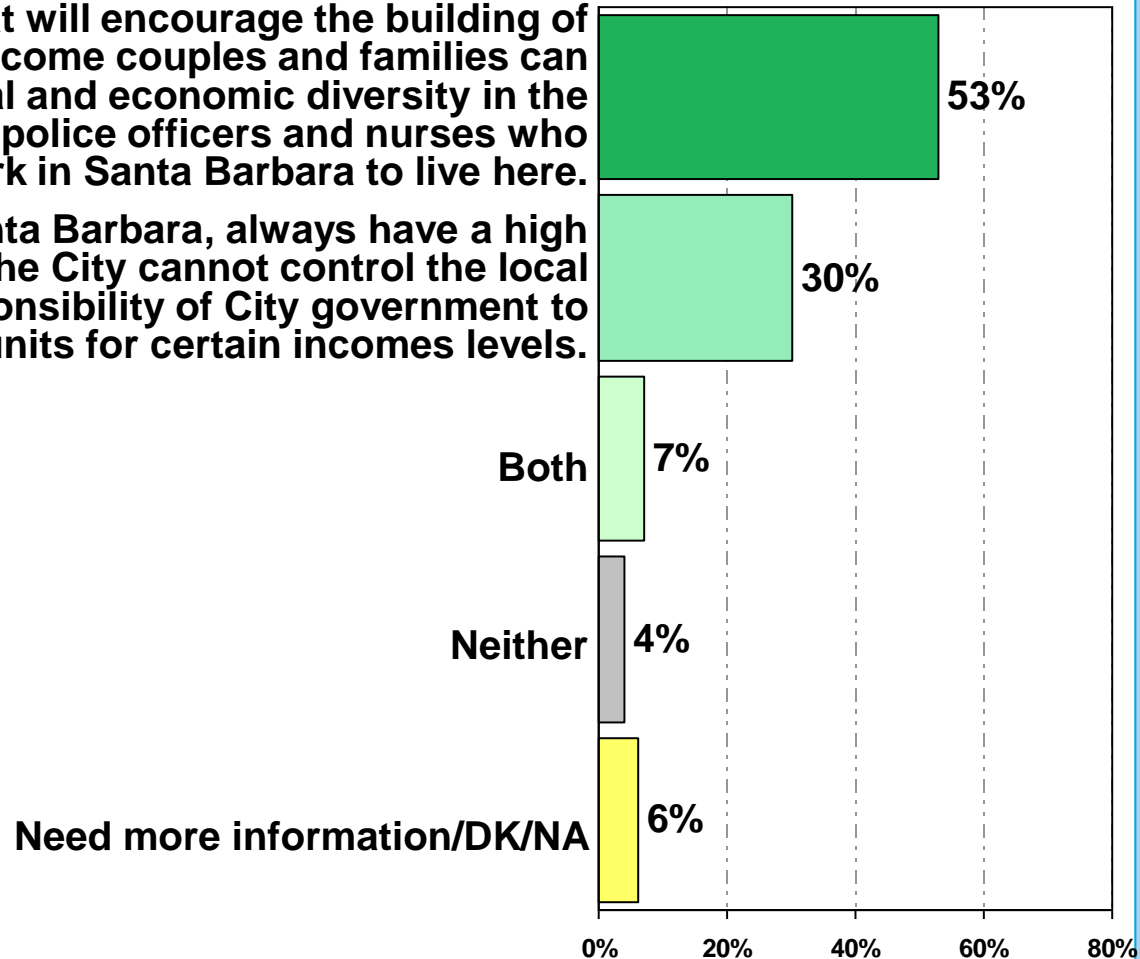


A Majority of Residents Support the City Policies to Create More Housing that is Affordable for Low and Moderate Income Couples and Families

The City should adopt policies that will encourage the building of more housing that low and moderate income couples and families can afford. This will promote greater social and economic diversity in the City and enable teachers, firefighters, police officers and nurses who work in Santa Barbara to live here.

OR

California coastal cities, like Santa Barbara, always have a high demand for affordable housing. The City cannot control the local housing market and it is not the responsibility of City government to create more residential units for certain incomes levels.





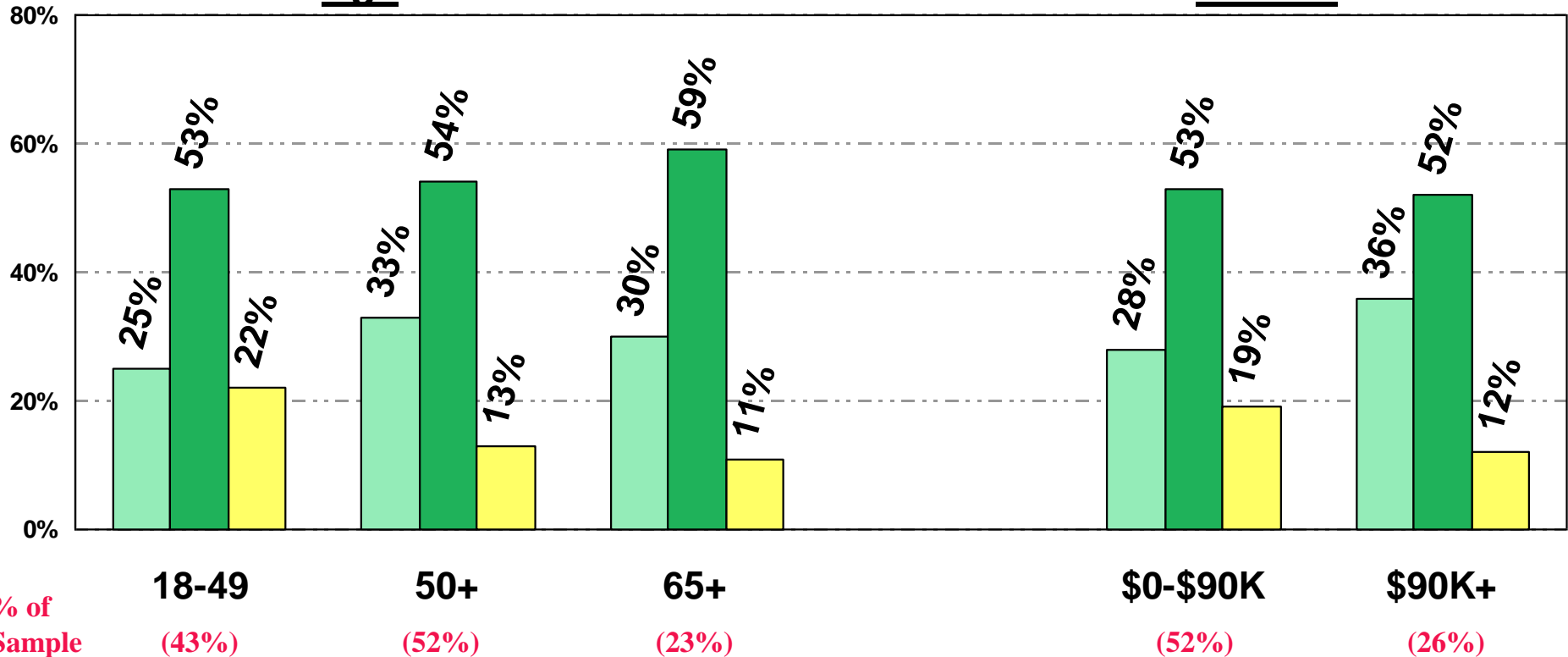
Demographics:

Age and Income

■ Should Not Promote Affordable Housing ■ Should Promote Affordable Housing ■ Other

Age

Income



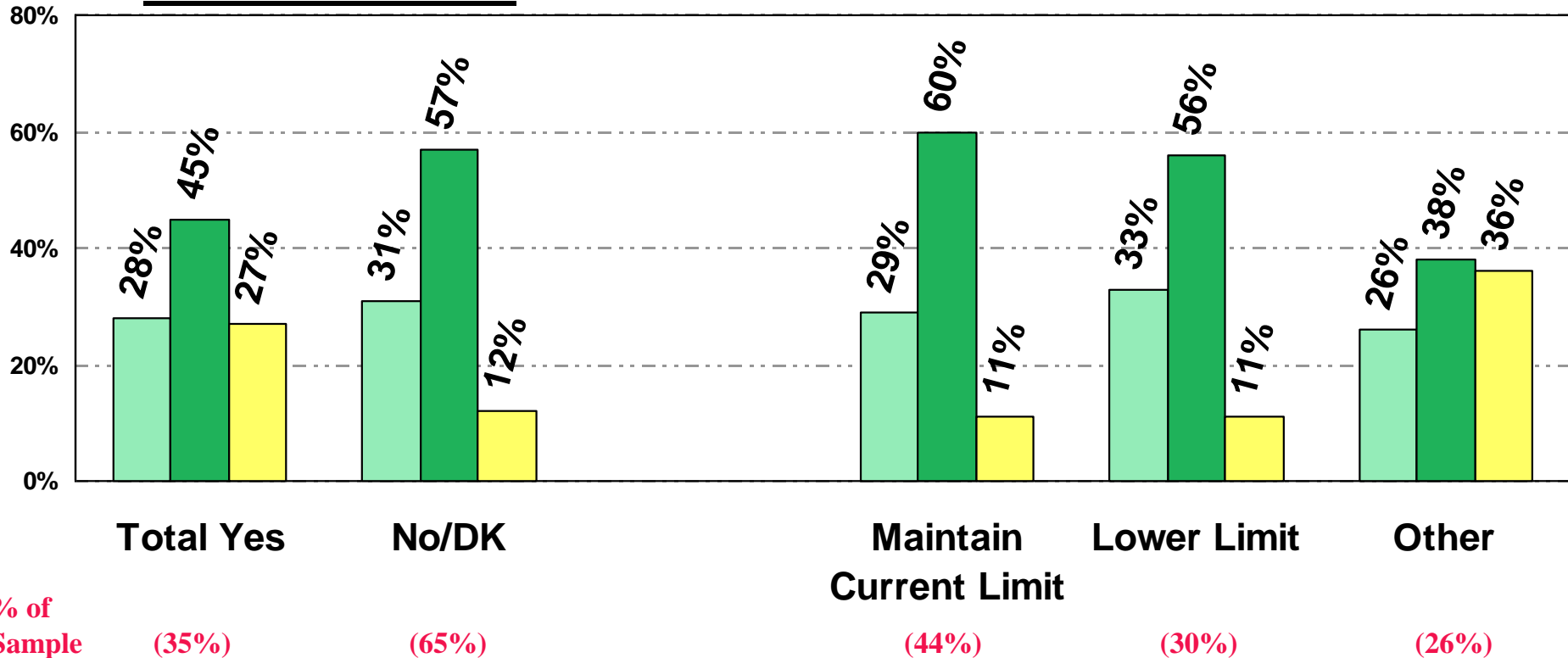


Demographics:

Recently Seen/Hear about Plan Santa Barbara and Height Restriction Policy Preference

Should Not Promote Affordable Housing Should Promote Affordable Housing Other

Seen/Hear about Plan Santa Barbara **Height Restriction**





Demographics:

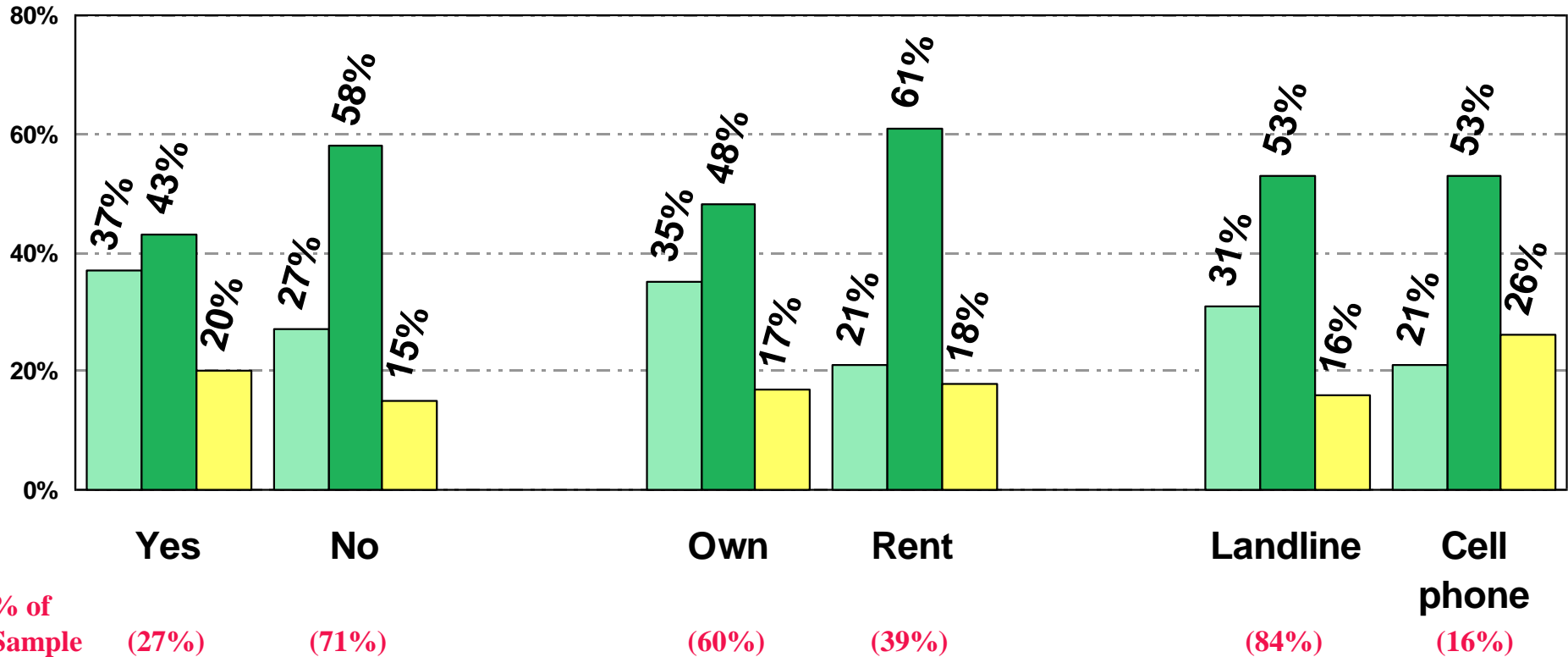
Kids under 19 Living at Home, Residence and Phone

Should Not Promote Affordable Housing Should Promote Affordable Housing Other

**Kids Under 19
Living at Home**

Residence

Phone





Key Findings of Plan SB Survey Results

- **Validates that Plan SB is addressing issues residents regard as important, such as preserving open-space, reducing carbon emissions, alleviating traffic congestion, increasing affordable housing, etc.**
- **Residents regard improving traffic as a top priority for City government to address in the future. Survey results also indicate that residents regard maintaining the City's character, managing growth and increasing supply of housing for middle-income families as important priorities for the future of Santa Barbara.**
- **Initially, residents support maintaining the 60-feet downtown building height restriction versus reducing it to 45-feet. However, opinions shift significantly when the height restriction issue is presented as two distinct choices.**
- **Attitudes toward the downtown building height restriction vary by demographic group, including age, income level, awareness of current height restriction level and type of phone (cell vs. landline).**